

Implicature in *The Devil Wears Prada* Film

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Abstract

In the real life people cannot be separated from requirement to use language for a communication. However not all utterances in communication are clear, there are some utterances are implied. Speakers usually imply the meaning of an utterance when it is insinuating another. This condition can be found in "*The Devil Wears Prada*" film. The design of this study used descriptive qualitative method because in this study the data are taken from statements and utterances in conversation in "*The Devil Wears Prada*" film. The data of these researches were the sentences, speeches, dialogues used by the characters in the film. After finding and understanding the implicatures expressed in the film, the writer decided and identified the types of implicatures that mostly expressed by the speaker in the film. The writer found implicatures used in "*The Devil Wears Prada*" film, they are generalized and particularized conversational implicature. In this film most of speakers used particularized conversational implicature. Speakers produce generalized conversational implicature when no special knowledge in the context to calculate the additional conveyed meaning, it means that the participants in communication should obey the cooperative principle and the four maxim and speakers used particularized conversational implicature when they flout maxims of cooperative principle because when speakers flout these maxims intentionally, they must observe the cooperative principle on deeper level or the hearers have difficulty to understand their attention. By doing this research, the writer finally understands what are implicatures and its type. She also understands the reason of the speakers produce implied meanings in their conversations. In the last, the writer gives the suggestion to the next researchers who interested in doing research in the same area they must make it be more complete analysis and look for the other unique conversation in other situation to give a new implicatures style.

Keywords: *Implicature, Utterance, Particularized, Generalized, Context.*

Introduction

Grice in Brown and Yule (2004) explains that the term implicature is account for what a speaker can imply, suggest, or mean, as distinct from what the speaker literally says. The language used is often contextual and interpretable. On the other hand, it has implied and intended meaning. At the same time, while using a language, the environments, circumstances and context are the important aspects, which must be referred (Brown and Yule, 2004). It means that context is on the particular occasion, context and that speakers are related to each other. The meaning of the sentence is right when a person knows who the speaker is, who the hearer is and what they mean to their own messages, so that is why context is important. Fort this reason, Grice (1975:21) suggests cooperative principles which has important role in implicature. In order to serve an efficient means of communication, he formulated a general principle of language in the basic rules or maxims. They are : (a) maxim of quantity (be brief); (b) maxim of quality (be true); (c) maxim of relation (relevant); (d) maxim of manner (be clear).

The theory of implicature is always interesting to learn, where language (spoken or written language) and context are inseparable. In spoken language, such as conversation, the language used is often contextual and inseparable, for example, the transcript of the film made from the situations that happen in this time, and it can be interpreted.

For this reason, the research about *The Devil Wears Prada* Film was conducted in order to find how the implicature works in one of the forms of literature work. The problems of the study were formulated as: (a) What kinds of implicature were found in “*The Devil Wears Prada*” film?; (b) Why are implicatures used in “*The Devil Wears Prada*” film?

Method

This study belongs to descriptive qualitative method, since the data is in the form of words or utterance rather than numbers. In addition, the data analysis made

descriptively based on The Grice's theory of implicature (1989), what kinds of implicature are used, and why implicature are used in *The Devil Wears Prada* film.

Result

Types of Implicature Used in “*The Devil Wears Prada*” film

Generalized Conversational Implicature

Theoretically, a generalized implicature is a conversational implicature that is inferable without reference to a special context. Wen-Ji (2009) adds that in generalized conversational implicature, no special knowledge in the context to calculate the additional conveyed meaning.

Empirically, generalized conversational implicature can be seen in this following data:

Data 1

Context:

In this following utterance happened when Miranda was talking on her cell phone, at the same time she walked along to Emily and Andy desks before entering her office. Then she dropped her coat on Andy's desk and walked into her office. Then she dropped her coat on Andy's desk and walked into her office.

Dialogue:

Emily: *Second assistant also does coat.*

Andy: *Coat?*

Analysis:

Emily's utterance can be said as implicature. It means that there is another meaning that is implied by Emily. In the context of situation, it can be analyzed that the utterance '*Second assistant also does coat*' presuppose both first and second assistant have same duty in hanging Miranda's coat.

In this analysis, the utterance can be classified into generalized conversational implicature because no particular context is required in order to infer meaning. The hearer can easily understand what the speaker means; speaker makes her contribution as informative as is required by the hearer.

Particularized Conversational Implicature

Theoretically, a particularized implicature is a conversational implicature that is derivable only in a specific context. According to Wen-Ji's (2009) explained that the particularized conversational implicature is implicature that focuses on violating the maxims of cooperative principle. It is one which depends on particular features of the context, so the hearer needs to pay more attention to understand speaker's intention.

Practically, there were 3 types of violating maxims from speaker's utterances in the conversations, such as: (a) violating manner maxim; (b) violating quality maxim; (c) violating relation maxim.

Violating Manner Maxim

To violate manner maxim, speaker tends to imply the obscurity expression, to give ambiguity or disorder remark.

Data 2

Context:

In this following utterance is a situation where Andy will have appointment with a famous publication company, Elias Clarke exactly in Runway fashion magazine. She barely wears a simple outfit and put her old fashioned square bag, nothing to be compared to other job applicants who will look more attractive than Andy.

Dialogue:

Emily: *Um ... Andrea Barnes?*

Emily: *Who put you up for this job?*

Andy: *Human Resources sent me.*

Emily: *They do have an odd sense of humor.*

Analysis:

In Data 2, Emily's utterance has no clarity with an implicit meaning that is not uttered by Emily directly. The utterance of Emily's above also an example of violating maxim of manner (imply the obscurity expression), for that reason addressee will have difficulties to understand the statement.

Violating Quality Maxim

To violate quality of maxim, the first point is to speak false on purpose such as metaphor, irony, hyperbole, and the second point is to speak unreasonable remark.

Data 3

Context:

The situation begins when Emily's phone rang and got a text message informing that Miranda, the editor in chief of Runway, will arrive earlier. Every staff in the room did not prepare yet, Emily hurriedly informs other staff to get ready and then Nigel appears out of nowhere.

Dialogue:

Emily: *What the hell is she doing here?*

Emily: *She's on her way – tell everyone!*

Emily: *Her driver text-messaged. Her colorist has the flu!*

Nigel: *Man your battle station!*

Analysis:

From the conversation in data 3, the writer can determined that the Nigel's utterance '*Man your battle station*' is the implicature form. The utterance was indicated as violating quality of maxim. The speaker violated the quality maxim intentionally with the purpose of getting certain effect of communication, which was called as metaphor. Briefly, the writer categorized this utterance into particularized conversational implicature.

Violating Relation Maxim

To violate relation maxim is to response irrelevantly. The violation of relation maxim can be seen in this following data.

Data 4

Context:

Andy entered Chanel store, a towering three-story structure on 57th. The salesgirl hands her a pair of teensy white tennis shorts, which Andy thought those shorts belong to Miranda's daughters.

Dialogue:

Andy: *Is this for one of the twins?*

Salesgirl: *Custom-made for Miranda, silly.*

Analysis:

In the conversation between Andy and Salesgirl, the Salesgirl’s utterance can be said as implicature because she uses the long description to express sort answer. The speaker intends to violate maxim of relation, because salesgirl’s answer is irrelevant to Andy’s question. So, the utterance ‘*Custom- made for Miranda, silly*’ can be classified into particularized conversational implicature.

The implicature used in “*The Devil Wears Prada*” film can be seen in this following table.

Table 1. Types of Implicature Used in *The Devil Wears Prada* Film

Implicatures	Quantity	Types
Generalized Conversational Implicature	4	-
Particularized Conversational Implicature	10	Violating Manner Maxim (3)
		Violating Quality Maxim (6)
		Violating Relation Maxim (1)

Reasons of Using Generalized Conversational Implicature and Particularized Conversational Implicature

Brown and Yule in Dey and Abowd (2000) states that context is the most important influence on how messages are interpreted. Context includes all of the situations inside or outside the text which influences the language use, such as: language-users and the situation where the language is used or produced. There are six types of context: physical context, inner context, symbolic context, relational context, situational context, and cultural context.

These kinds of context became the reasons of using generalized and particularized implicature.

After analyzing each context of data and dialogue, the writer found the reasons why the speakers conveyed generalized and particularized conversational implicature in the conversation that was because the hearer assumed the content of the conversation belonged to several kinds of context.

Physical context

Physical context includes the material objects surrounding the communication event and any other features of the natural world that

influence the communication (e.g. furniture and how it is arranged, size of the room, colors, temperature, time of the day, appearances, etc.)

Data 5

Context:

In this following utterance happened when Miranda was talking on her cell phone, at the same time she walked along to Emily and Andy desks before entering her office. Then she dropped her coat on Andy's desk and walked into her office.

Dialogue:

Emily: Second assistant also does coat.

Andy: Coat?

Analysis:

Writer assumes that Emily's utterance is categorizes as physical context, because it is cleared that the word 'coat' influenced the communication between Emily and Andy.

Symbolic context

Symbolic context includes all messages (primarily words) which occur before or after a communication event and which influence source or receiver in their actions or understandings of the event. (e.g. a red octagon may be a symbol for "stop", roses are symbolic of love, emoticons, etc.)

Data 6

Context:

Continued from the previous situation of Data 1 when Emily was informing others to be ready while Miranda arrived, Nigel entered the room and did the same thing to notify all staff to prepare, but all of sudden he smelled something bad from the room.

Dialogue:

Nigel : *All right, everyone, Gird your loins! Did somebody eat onion bagel?*

Analysis:

The utterance above is categorized as symbolic context, because it is clearly known for everyone that the smell of onion bagel is bad

Inner Context

Data 7

Context:

While in the conversation with Andy, suddenly Emily's phone was ringing. A text message was sent to her by Miranda's driver said that the icy editor-in-chief of Runway will be there in minute. At the same time, a black sedan pulls a sudden stop outside the office. Emily is shocked and hurriedly informed other co-workers to get ready when Miranda arrived.

Dialogue:

Emily: *What the hell is she doing here?*

Emily: *She's on her way – tell everyone!*

Analysis:

Emily's statement is categorized as inner context, because her panic expression arises when Miranda showed up in sudden.

Situational Context

Context:

This is a situation when Andy was hung out with some college friends in the pothouse.

Dialogue:

Doug : *Here, take a drink. I will have a drink.*

Nate : *I will have a drink.*

Together : *Ah, yes.*

Andy : *I'd like to propose a toast. To jobs that pay the rent.*

Analysis:

The inference of the utterance 'to jobs that pay the rent' is categorized as situational context, because it intends to convey the fact that live in New York they have to spent much salary especially in paying rent of apartment.

The number of using implicature in *The Devil Wears Prada* Film can be seen in this following table.

Table 2. Reasons of Using Implicature in *The Devil Wears Prada* Film

	Types	Quantity
Context	Physical context	5
	Symbolic context	4
	Inner context	3
	Situational context	3

Discussion

There were two findings on this research. The first was about the classification of implicature and the second was about the reasons of using those implicatures in *The Devil Wears Prada* Film.

The first finding of this research revealed that there were two types of implicatures in this film. They were categorized as generalized and particularized conversational implicature, as it was in line with the division made by Adam and Nikolas (1996). In particularized conversational implicature, there were three types of violating maxims. They were violating manner maxim, violating quality maxim, and violating relation maxim. However, Wen-Ji (2009) explained that there were four violating maxims; such as violating quantity maxim, violating quality maxim, violating relation maxim, violating manner maxim. The finding in this research did not fully match the theory since there were only three out of four types of implicatures.

The second findings of this research that the reason of implicatures use in the film are based on the context of each data which uttered by the speakers. The writer compared this research's findings with the theory of context in Dey and Abowd (2000). Dey and Abowd classify the context and the necessary information in six kinds of context for every act of communication. They are physical context; symbolic context; inner context; situational context, relational context, and cultural

context. Writer only finds four types of context out of six; exclude relational context and cultural context.

The writer compared this research's findings with those of Istifadah (2005) and Rahmawati (2006). Istifadah proposed that opinions used in the Jakarta Post were categorized as generalized and particularized, while Rahmawati found various types of implicatures used in Danielle's Steel's novel; they were quality, quantity, relevance and manner implicature. This research found out the same pattern as Istifadah's, but not specifically same as Rahmawati's. Additionally, because the subject of analysis was not kind of lyrics, newspaper, or novel; but it was a film under the title '*The Devil Wears Prada*'.

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